

## QUIT LINE Evaluation Fact Sheet

Description of Services	1-877-270-7867	Quitline.com
A telephone service that provides support, information, and referrals to tobacco users, their families and friends, and health care providers.		
	11/2000 - 6/2001	7/2001 - 6/2002
Population Served		
<b>TOTAL Number of Callers</b> <sup>1</sup>	8,971	13,157
<b>Caller Type</b> <sup>2</sup>		
General Calls		10.8%
Health Care Provider		3.0%
Tobacco User		86.2%
<b>Gender</b> <sup>3</sup>		
Female		62.2%
Male		37.8%
<b>Health Care Coverage</b> <sup>4</sup>		
Insured		43.9%
Uninsured		24.6%
Medicaid		31.5%
How People Heard About the Quit Line		
Television		36.9%
Family or Friend		15.9%
Health Care Provider		15.0%
Past Caller		12.0%
Newspaper / Magazine		5.5%
Satisfaction with Quit Line Services		
Quit Line was helpful to them in their quit process	70.3%	81.7%
Would recommend the Quit Line to others		88.2%
Overall satisfaction with the Quit Line	79.8%	86.0%
Were satisfied with the Quit Line counselor		87.1%
Were satisfied with materials sent by the Quit Line		89.2%
Quitting Success Rates		
Serious quit attempt	75.2%	82.0%
Tobacco-free at 6 months	12.7%	13.5%
Population Impacts		
Estimated number of tobacco users in WA state		1 million
% of WA state tobacco users who called the Quit Line		1.3%
% of current and recent WA state tobacco users who had heard about the Quit Line		25.8%
Estimated cost of Quit Line service per WA state smoker		\$1.40
Estimated cost of Quit Line service per caller who made a serious quit attempt		\$140
Estimated cost of Quit Line service per caller who was tobacco free after 6 months		\$830

Notation on back

## **QUIT LINE Evaluation Fact Sheet: Notation**

- <sup>1</sup> Valid calls received by Group Health Cooperative (GHC). Includes only callers seeking information, health care providers, proxy callers, and tobacco users who want to quit.
- <sup>2</sup> Value from among 13,157 callers who provided information about why they called.
- <sup>3</sup> Value from among 13,968 callers for whom gender information was included.
- <sup>4</sup> Value from among 7,529 callers who provided information about their insurance coverage.
- <sup>5</sup> Value from among 11,913 callers who provided information about how they heard about the Quit Line. Only the top five responses are listed. Other sources include: outdoor advertisements (billboard/bus/wall), health department, Great Start, brochure/newsletter, radio, employer/worksites, targeted mail, and school.
- <sup>6</sup> GHC conducted a satisfaction survey of Quit Line callers 2 months after they called for services. The survey was conducted among 225 callers in 2000 and among 356 callers in 2001.
- <sup>7</sup> Value is a combination of the responses: very helpful and somewhat helpful.
- <sup>8</sup> Value is a combination of the responses: very satisfied and somewhat satisfied.
- <sup>9</sup> GHC conducted a quit status survey of Quit Line callers 6 months after they called for services. The survey was conducted among 225 callers in 2000 and among 295 callers in 2001. Because approximately 50% of the respondents selected to receive follow up callers were reached, we conservatively assume that everyone who couldn't be reached had relapsed. The true quit prevalence may be higher than reported here.
- <sup>10</sup> Caller quit for at least 24 hours following their call.
- <sup>11</sup> Caller had not smoked for at least 7 days prior to the 6-month follow up survey.
- <sup>12</sup> The adult population (18 years or older) of WA state multiplied by the estimated proportion of WA state adult tobacco users. 24% of the adult populations are estimated to use tobacco, about 1,051,267 people. Estimate rounded to the nearest 1 million.
- <sup>13</sup> Total number of valid callers divided by the estimated proportion of WA state adult (18 years and older) tobacco users (see notation 12).
- <sup>14</sup> Percentage from survey among 2777 randomly selected adults (18 years and older) conducted in spring 2001. Standard error +/- 2.2%.
- <sup>15</sup> The cost of Quit Line service delivery divided by the estimated proportion of WA state adult tobacco users (see notation 13). Service delivery cost was \$1,476,102. This amount does not include advertisement and promotional costs.
- <sup>16</sup> The cost of Quit Line service delivery divided by the number of callers who made a serious quit attempt (see notation 10). Estimate rounded to the nearest \$10.
- <sup>17</sup> The cost of Quit Line service delivery divided by the number of callers who were tobacco free at 6 months. The actual cost per quitter may be less than reported (see notation 9). Estimate rounded to the nearest \$10.

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